

CASE STUDY

Direct-to-Consumer Brands

Supply Chain Intelligence

Every major campaign ended in stockouts or overstock. AI made campaign demand predictable - before the launch date.

D2C fashion & lifestyle brand · Shopify + D2C site · 200+ active SKUs · 3 warehouses

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1. Overview

A fast-growing D2C brand selling apparel and lifestyle products through their own website, Instagram shop, and select marketplaces was experiencing a repeating cycle: a well-executed marketing campaign would drive a demand spike that depleted safety stock within 48 hours, triggering emergency procurement at 2–3x standard cost. Then, the post-campaign period would leave excess inventory that required deep discounting to clear - eroding the margin the campaign was meant to generate.

Their biggest campaign - a collaborator-led launch with 40,000 site visitors in 72 hours - ended with ₹18 lakh in cancelled orders due to stockouts on 6 hero SKUs, and ₹22 lakh in overstock on supporting SKUs that underperformed. Campaign ROI was negative. The brand team and the operations team had never connected their planning processes. That was the root cause.

2. Key Results



Figure 1: Key outcomes - last 3 major campaigns post-deployment

3. Challenges

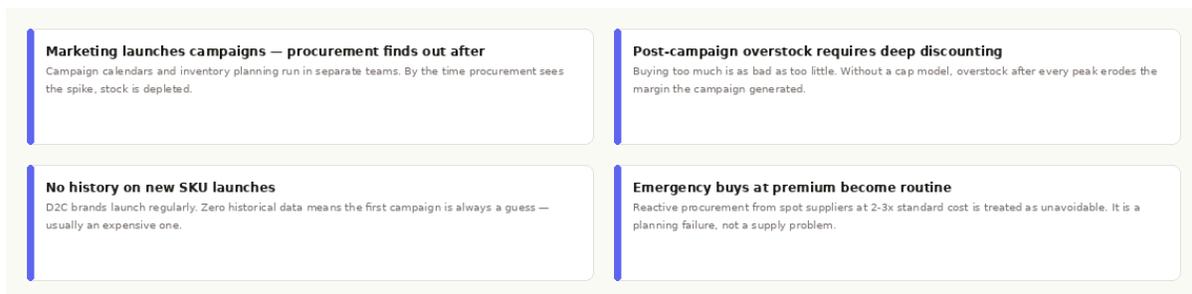


Figure 2: Four planning disconnects between marketing and operations

Marketing Campaigns Invisible to Procurement

The marketing team planned campaigns 6–8 weeks out. The operations team found out about them 7–10 days before launch - when procurement options were limited to spot market suppliers at premium prices. The information gap was the entire problem.

Post-Campaign Overstock Erodes the Margin Being Chased

Without a campaign-specific procurement cap, operations would buy conservatively for the base demand and then scramble when the campaign outperformed. The reverse was also true - buying aggressively for a campaign that underperformed left excess inventory that took months to clear through discounting.

No Historical Data for New SKU Launches

D2C brands launch new products regularly. When a brand-new SKU goes into a campaign with no sales history, procurement is pure guesswork. Analogue forecasting - mapping a new SKU to the most similar existing product in the catalogue - solves this systematically.

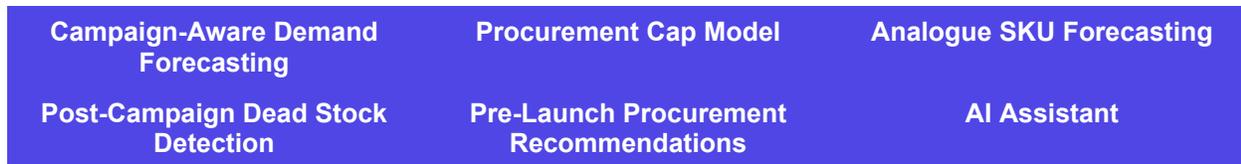
Emergency Buying at Premium Cost Becomes the Business Model

When every campaign triggers an emergency procurement event, the procurement team begins to build that cost into their mental model of how the business works. It normalises a planning failure that is entirely preventable.

4. Our Solution

We connected to Shopify, the WMS, and their campaign planning calendar. Our AI integrated campaign launch dates, historical campaign uplift by type (influencer, discount, seasonal), and SKU velocity data to generate campaign-specific demand forecasts with a procurement cap - the maximum quantity to buy for each campaign to avoid overstock even if the campaign outperforms.

Modules Deployed



Implementation Timeline

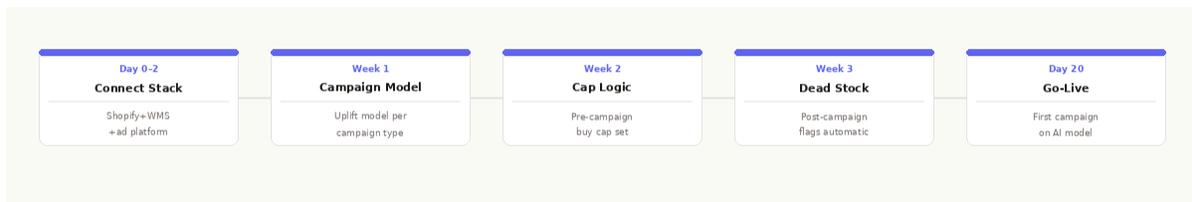


Figure 3: From stack connection to first campaign run on AI model in 20 days

Key Capabilities

- **Campaign awareness:** Campaign calendar integration - AI model reads upcoming campaign dates and adjusts demand forecast 6 weeks ahead
- **Overstock prevention:** Procurement cap logic - maximum buy quantity per SKU per campaign, preventing post-campaign overstock

- **New SKU intelligence:** Analogue forecasting - new SKU mapped to closest historical match for launch demand estimation
- **Dead stock:** Post-campaign dead stock detection - slow-moving SKUs flagged with markdown recommendations within 72 hours
- **AI chatbot:** AI Assistant: 'What should we stock for the influencer drop next month?' - procurement plan in seconds

5. Results - Before & After

Area	Before	With Innovacio
Campaign stockouts	Every campaign — stockouts common	0 stockouts last 2 campaigns
Post-campaign overstock	Deep discounting required	↓28% — procurement cap model
Planning horizon	React to live orders only	6-week forecast pre-campaign
Dead stock	Accumulates post-campaign	Flagged with markdown recs
Sell-through rate	Variable — discounting common	↑15% improvement
Emergency spend	Regular — premium cost	↓22% proactive buys

Figure 4: Six metrics across the last 3 major campaigns



The operations team used to dread campaign launches. Now they have a procurement plan sitting in the system 5 weeks before the launch date. The last two campaigns ran without a single stockout or an emergency order. That has never happened before.

- Anshul Sharma, COO · BoldDrop Lifestyle

6. See It in Your Operation

We connect to your Shopify and campaign calendar and show you - in 30 minutes - your campaign demand forecast and procurement recommendations for your next launch.

<p>Innovacio Technologies AI in Supply Chain</p>	<p>Book a Free Discovery Call 30 minutes · No commitment · Your data</p>	<p>Phone Email Web</p>	<p>+91 90072 71601 hello@innovaciotech.com innovaciotech.com</p>
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